

# INTRODUCING GALAXY MACAU

## *Best Overall Marketing Program*

### **Event Highlights**

Galaxy Macau's entertainment programming has become a dynamic catalyst for Macau's economic vitality, acting as a cultural and commercial needle that threads together the city's diverse sectors. From world-class concerts and immersive festivals to high-profile sporting events and luxury retail showcases, Galaxy Macau draws global attention and foot traffic that reverberates far beyond its own footprint. This surge in activity fuels local SMEs—from boutique retailers and restaurateurs to logistics providers and creative agencies—creating a ripple effect of opportunity and innovation. By anchoring Macau's reputation as a premier destination for integrated entertainment, Galaxy Macau not only elevates the city's GDP but also empowers a more inclusive and resilient economic ecosystem.

In August 2025, Galaxy Macau hosted the final leg of Eason Chan's "Fear and Dreams World Tour", with six sold-out performances at the state-of-the-art Galaxy Arena. This campaign was not only a cultural milestone but a masterclass in integrated marketing, driving record-breaking engagement across entertainment, hospitality, and gaming.

Eason Chan's Fear and Dreams World Tour Finale at Galaxy Macau was more than a musical spectacle—it was a strategic economic and media triumph.

**Revenue Impact:** The six-show concert series in August 2025 significantly elevated Galaxy Macau's gaming revenue. The average premium mass-market bet rose 10% year-on-year.

**Media Reach & Cultural Impact:** The Macau shows marked the conclusion of Eason Chan's 160-show global tour, drawing fans from across Asia and beyond and estimated media reach of 44,587,544. Held at the state-of-the-art Galaxy Arena, the concerts showcased Macau's emergence as a premier entertainment hub.

### **Campaign Highlights**

- **Global Tour Finale:** Galaxy Macau was chosen as the exclusive venue for the final chapter of Eason Chan's 160-show global tour, reinforcing its reputation as Asia's premier entertainment destination.
- **Multi-Channel Marketing Activation:** The campaign leveraged digital, social, and experiential channels to build anticipation, resulting in rapid ticket sell-outs and viral fan engagement.
- **Cross-Sector Impact:** According to Citigroup's August betting survey, Eason Chan's concerts directly contributed to a 10% year-on-year increase in premium mass-market gaming activity. Galaxy Macau retained its leadership in premium mass wagers with a commanding 34% market share.
- **Luxury Integration:** The concerts attracted high-value clientele. This reflects the synergy between entertainment and luxury hospitality offerings, including Capella at Galaxy Macau.

### **Strategic Achievements**

- **Brand Elevation:** The campaign positioned Galaxy Macau not just as a venue, but as a cultural curator — aligning the brand with artistry, prestige, and emotional resonance.
- **Revenue Generation:** The concert series drove significant uplift in gaming, hotel occupancy, and F&B revenue, making August one of the strongest months of the year.

- **Market Leadership:** Galaxy Macau's entertainment-led strategy has set a new benchmark for integrated resort marketing, proving that world-class performances can be a powerful catalyst for cross-sector growth.

Galaxy Macau's visionary approach to entertainment marketing — exemplified by the Eason Chan concert series — demonstrates how strategic programming can elevate brand equity, drive commercial success, and deliver unforgettable guest experiences.

For more information on Galaxy Macau, please visit: <https://www.galaxymacau.com>

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**(The link will expire in 7 days from August 27, 2025)**